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Coalition
Board of Directors

★★★

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Sarah Besley
Executive Director



January 30, 2013

TO: Miranda Paster
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

A handwritten signature in black ink that reads "Sarah Besley".

SUBJECT: 4th Quarter Report

I. Operational Issues

- The Nominating Committee, comprised of Mike Smith, Melissa Logan and Richard Falzone completed their selection process and announced a slate on November 15th. The slate includes existing board members: Fabio Conti, Charles Eberly, Kitty Gordillo, Elizabeth McDonald, Michael Pogorzelski and Fred Rosenthal. And, board members-elect: Keith Ragadio (Robertson Properties Group); Chase Gordon (Avison Young); and Elva Hernandez (Hudson Pacific). If the slate remains uncontested the new board members are scheduled to be elected at the February 11, 2014 meeting.
- The board approved a budget for 2014 on November 12th. Total assessment revenue is expected to total \$1,495,667 and approximately \$19,000 is expected to remain as cash-on-hand at the end of the year if all budget categories are spent in their entirety.
- The board raised repeated concerns about the LAUSD's payment policy, where the district pays just a share of their assessment. Staff began communication with the California Downtown Association and stated that the policy leads to a "slippery slope," where other government entities, such as Metro and the city, may elect to pay only a portion of their assessments.

II. Security

- The joint security committee, comprised of representatives from both the Sunset & Vine BID and Hollywood Entertainment District BID, held meetings on October 10th, November 14th, and December 12th, with representatives attending from LAPD and the City Attorney's Office.

- The following are fourth quarter security statistics for the Sunset & Vine BID:

	Arrests	Radio Calls	Business Contacts	Citizen Contacts	Homeless Referrals
Q4	78	445	1,131	1,470	139
YTD	315	1,696	3,583	5,490	371

- The Security Committee moved forward with plans to upgrade the public safety camera system housed at LAPD Hollywood Division. For this, a delegation of the committee took a fieldtrip taken to Cal State Dominguez Hills on November 11th to look at their camera system which utilizes some of the latest technology.
- Staff attended a press event on October 21st to usher in the new “No Solicitation Ordinance” passed by council earlier in the month. The ordinance prohibits the solicitation of tours and/or other commercial businesses on the public right-of-way.

III. Marketing

- The Sunset & Dine planning group began meeting this quarter to discuss the 2015 event. Last year’s event, held in June, earned about \$5,000 in profit and attracted more than 500 attendees. The planning group hopes to attract even more participants this year and may be exploring other venues as the previous location, the Oscars Outdoors space, was recently sold.

IV. Streetscape & Planning

- The Streetscape and Planning Committee met on November 12th with CD-13 representatives Gary Benjamin and Steven Whiddon to hear updates on the Hollywood Community Plan litigation, sale status of the CRA properties within the BID and sidewalk liability.
- Ad-hoc Selection Committee, comprised of four representatives from the Sunset & Vine BID and Hollywood Entertainment District BID, was formed in October to draft a Request for Proposal to competitively bid the maintenance contract which is scheduled to expire on December 31, 2013. Once the process was underway, the Committee elected to give a 90-day extension to Clean Street, the BID’s current vendor, in order to allow further time to interview vendors and deliberate their options. Of the four companies that submitted proposals, the committee opted to interview three.
- The Streetscape & Planning Committee began the process of planting 55 trees along Vine Street. The project, referred to as Green Vine, is a partnership between the BID and the Bureau of Sanitation’s Environmental Services Group. This quarter letters were mailed to all property and/ or businesses within the project area, which encompasses eight blocks of Vine Street between Santa Monica and Sunset Boulevards.

- HPOA staff began negotiating a lease agreement with Department of Transportation for a storefront space in the Cherokee Parking Garage to accommodate the BID's maintenance operations. Currently the BID's maintenance vendor, Clean Street, occupies a portion of a parking lot on Cherokee, owned by LAUSD, however the property is slated for development in 2014.

V. Other

- Staff met with Councilmember O'Farrell on October 25th as part of BID Day at City Hall and discussed several projects where BIDs and the council office could partner, including the reduction in permit fees for trimming city trees and limiting liability in repairing sidewalks. The delegation also addressed issues of broader concern for BIDs citywide, including the general v. special benefit issue, the transition of the Special Assessments Unit to the Economic Development Department and the *Lavan* case.
- HPOA staff members: Joe Mariani, Devin Strecker and Sarah Besley attended the IDA Conference in New York City from October 5th thru 9th. Staff delivered a presentation on the top ten things they learned at the board's January meeting.
- Staff continued advocacy efforts for a statewide coalition effort aimed at drafting legislation to clarify and reduce ambiguity around the issue of what constitutes a general versus a specific benefit in the array of services traditionally provided by BIDs. The board authorized a \$2,100 expenditure in October to support this effort. As of November, the coalition raised about \$40,000 towards their \$64,000 objective.
- Morrison advocated in support of the city-wide valet ordinance that passed City Council at the beginning of October. The ordinance, which has been in the works for years, requires valet companies to have a master permit filed with LAPD, insurance, and background checks for drivers. Operators will also have to show proof to the Police Commission of their specific relationships with venues and parking lots. Hollywood will be the first community where the ordinance is implemented.
- The board supported a motion sponsored by Councilmember LaBonge to regulate feeding programs in the public right-of-way. The motion, in part, stems from a feeding program located in the Media District, at Sycamore Ave. and Romaine St., which has been a nuisance in the neighborhood for more than seventeen years. Many community members have voiced concerns and are asking the City Attorney to explore strategies to minimize the impact of such feeding programs.
- Morrison and security supervisor participated in the Hollywood ED Student Safety Summit on xx. Hollywood ED is a consortium of more than fifteen post-secondary arts-based schools located in Hollywood.
- Staff attended a fundraiser for the Hollywood Farmer's Market (SEE-LA), a community stakeholder in the BID, on Nov. 20th

- Besley ended her two-year term overseeing the BID Consortium on Nov. 21st. Besley thanked the City Clerk's Office and her colleagues for their support during her tenure as she passed the gavel to Jessica Lall, Executive Director of the South Park BID.